

Richter, William A.

Radio

A Complete Guide to the Industry

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Book synopsis

From payola to podcasting, from the advertising office to the DJ booth to the station antenna, *Radio: A Complete Guide to the Industry* offers a concise, one-stop introduction to all aspects of the radio industry. Readers are taken on a lively tour of radio's history from the early experiments with wireless to today's satellite and digital radio. Industry veteran William A. Richter brings readers inside the typical station to explain who does what and how all the pieces fit together. The book also includes some brief interviews from working professionals for more perspective. Richter explains how ratings work, gives an overview of the major industry players, and guides readers through FCC regulations and other ethical and legal issues that impact radio.

Written in a crisp, easy style, and including glossaries in each chapter, *Radio* is well suited for a range of courses on radio. It is a valuable resource for anyone interested in radio, from aspiring college DJs to general managers of radio stations.

About the author(s)/editor(s)

The Author: William Richter is Professor of Communication at Lenoir-Rhyne College in Hickory, North Carolina. He received his B.A. in radio from Columbia College, Chicago, his M.S. in mass communication from Arkansas State University, Jonesboro, and his Ph.D. in communications from the University of Tennessee, Knoxville. Richter has more than twenty years experience in radio and TV and has worked as a morning drive DJ, a program director, and a salesperson.

Reviews

«William A. Richter does a superb job of introducing readers to radio from the early developments of broadcasting to the present challenges facing the industry. This is an excellent book for anyone interested in the many facets of the radio industry, and an ideal guide for those considering a career in broadcasting. As a broadcast veteran myself, I thoroughly enjoyed Richter's book. I look forward to using this text in my own classes.» (Patrick J. McConnell, University of North Carolina, Charlotte)

«William A. Richter has packed this wide-ranging, highly readable book with everything you ever wanted to know about the radio industry, and more! It should be required reading for anyone contemplating a career in radio.» (Bruce DuMont, President of the Radio Hall of Fame)

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